Amendments to the Claims:

This listing of claims replaces all prior listings, and versions, of claims in the present application.

Listing of Claims:

1-72. (Canceled).

73. (New) A method for identifying a measure of similarity between activities of a plurality of parties using groups of information associated with, and representative of those parties on the world wide web or in other information stores, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the method comprising;

analyzing groups of information on the world wide web or other information stores which are representative of the activities of each party;

deriving a content profile for the information group of each party without prior knowledge of the content of the information group, and

comparing the profiles to identify a degree of similarity between parties.

74. (New) A method as claimed in claim 73, wherein the analyzing comprises:

calculating a frequency of occurrence of word and phrase topics in the group;

allocating a measure of importance to each topic in the group which is proportional to the topic frequency of occurrence in the group;

and wherein the comparing comprises:

using the measure to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related words which are related to the subject of the group without requiring advance knowledge of the subject of the group;

discarding topics in the topic profile which do not appear in the list of related words; and

comparing the topic profiles to derive a measure of similarity between groups.

75.   (New) A method as claimed in claim 74, wherein determining the list of related words utilizes a thesaurus to provide a plurality of related word lists, each list related to a single topic in the topic profile, and aggregates the lists to form a final list of related words for use in discarding topics in the topic profile.

76.   (New) A method as claimed in 74, wherein analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

77.   (New) A method as claimed in 73, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

78.   (New) A system for identifying a measure of similarity between activities of a plurality of parties using groups of information associated with, and representative of those parties on the world wide web or in other information stores, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the system being configured to:
        analyze groups of information on the world wide web or in other information stores, which are representative of the activities of each party;
        derive a content profile for the information group of each party without prior knowledge of the subject of the information group; and
        compare the content profiles to identify a measure of similarity between parties.

79.   (New) A system as claimed in claim 78, wherein the system is configured to:
        calculate a frequency of occurrence of word and phrase topics in the group;
        allocate a measure of importance to each topic in the group, the measure of importance being proportional to the topic occurrence frequency in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related words which are related to the subject of the group, without requiring advance knowledge of a subject of the group;

discard topics in the topic profile which do not appear in the list of related words; and

compare the topic profiles to derive a measure of similarity between groups.

80.   (New) A system as claimed in claim 79, in which the system is further configured to determine the list of related words by utilizing a thesaurus to provide a plurality of related word lists, each list related to a single topic in the topic profile, and to aggregate the related word lists to form a final list of related words for use in discarding topics in the topic profile.

81.   (New) A system as claimed in claim 78, wherein the system is configured to analyze by selecting topics which have a higher than average frequency in the group than in a native language of the group.

82.   (New) A system as claimed in claim 78, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analysis.

83.   (New) A method for profiling a group of information without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the method comprising:

calculating a frequency of occurrence of word and phrase topics in the group;

allocating a measure of importance to each topic in the group, the measure of importance being proportional to the topic frequency of occurrence in the group;

using the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related words which are related to the subject of the group without requiring advance knowledge of the subject of the group;

discarding topics in the topic profile which do not appear in the list of related words.

84.   (New) A method as claimed in claim 83, wherein defining the list of related words utilizes a thesaurus to provide a plurality of related word lists, each list related to a single topic in the topic profile, and which aggregates the lists to form a final list of related words for use in discarding topics in the topic profile.

85.   (New) A method as claimed in claim 83, wherein analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

86.   (New) A method as claimed in claim 83, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

87.   (New) A system for profiling a group of information without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the system being configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group which is proportional to the topic frequency of occurrence in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related words which are related to the subject of the group without requiring advance knowledge of the subject of the group; and

discard topics in the topic profile which do not appear in the list of related words.

88.   (New) A system as claimed in claim 87, in which the system is configured to determine the list of related words by utilizing a thesaurus to provide a plurality of related word lists, each related word list related to a single topic in the topic profile, and which aggregates the related word lists to form a final list of related words for use in discarding topics in the topic profile.

89.   (New) A method as claimed in claim 87, wherein the system is configured to analyze by selecting topics which have a higher than average frequency in the group than in a native language of the group.

90.   (New) A method as claimed in claim 87, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

91.   (New) A method for identifying a measure of similarity between groups of information, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the method comprising;

analyzing groups of information on the world wide web or other information stores;

deriving a content profile for the information group without prior knowledge of the content of the information group, and

comparing the profiles to identify a degree of similarity between groups.

92.   (New) A method as claimed in claim 91, wherein the analyzing comprises:

calculating a frequency of occurrence of word and phrase topics in the group; and

allocating a measure of importance to each topic in the group which is proportional to a topic frequency of occurrence in the group,

and wherein the comparing comprises:

using the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

defining a list of related words which are related to the subject of the group without requiring advance knowledge of the subject of the group;

discarding topics in the topic profile which do not appear in the list of related words; and

comparing the topic profiles to derive a measure of similarity between groups.

93. (New) A method as claimed in claim 92, wherein determining the list of related words utilizes a thesaurus to provide a plurality of related word lists, each list related to a single topic in the topic profile, and aggregates the lists to form a final list of related words for use in discarding topics in the topic profile.

94. (New) A method as claimed in claim 91 wherein the analyzing further comprises selecting topics which have a higher than average frequency in the group than in a native language of the group.

95. (New) A method as claimed in claim 91, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analyzing.

96. (New) A system for identifying a measure of similarity between groups of information on the world wide web or in other information stores, without requiring a user to enter a keyword search or provide other advance knowledge of a subject of the information groups, the system being configured to:

analyze groups of information on the world wide web or in other information stores;

derive a content profile for the information group without prior knowledge of the subject of the information group; and

compare the content profiles to identify a measure of similarity between groups.

97. (New) A system as claimed in claim 96, wherein the system is configured to:

calculate a frequency of occurrence of word and phrase topics in the group;

allocate a measure of importance to each topic in the group, the measure of importance being proportional to a topic frequency of occurrence in the group;

use the measure of importance to generate a topic profile for each group that includes a plurality of topic identifiers and an indication of the importance of each of the topics identified to the group;

define a list of related words which are related to the subject of the group, without requiring advance knowledge of a subject of the group;

discard topics in the topic profile which do not appear in the list of related words; and

compare the topic profiles to derive a measure of similarity between groups.

98.   (New) A system as claimed in claim 96, in which the system is further configured to determine the list of related words by utilizing a thesaurus to provide a plurality of related word lists, each list related to a single topic in the topic profile, and to aggregate the related word lists to form a final list of related words for use in discarding topics in the topic profile.

99.   (New) A system as claimed in claim 96, wherein the system is further configured to select topics which have a higher than average frequency in the group than in a native language of the group.

100.   (New) A system as claimed in claim 96, wherein the groups of information comprise pages of a web site which are downloaded in order to do the analysis.